

Amendments to the Claims:

Claim 1 (Currently Amended): A method for designing a coordinated content management and delivery system comprising the acts of:

determining key considerations related to the client environment, the key considerations comprising: what combination of channels and related devices are to be supported and what content related processes are needed to support publishing;

providing key processes for use in developing a solution to a system design problem, the system design problem being the determination of what content management and delivery products and processes to implement, and how to implement them, wherein the key processes comprise

capture and use of customer's user preferences;

application of business rules to user preferences to determine future content

development;

access control for the content management system;

metadata capture including author, date of creation and topic; and

applying these key considerations and processes to the system design problem with the assistance of a framework showing basic content management and delivery element relationships, whereby such a solution to the system design problem is produced.

Claim 2 (Previously Amended): The method of claim 1 wherein the solution to the system design problem includes facilities whereby coherent sales, training, electronic learning or marketing campaigns are efficiently generated to web-based and other clients.

Claim 3 (Previously Amended): The method of claim 2 wherein the solution to the system design problem includes facilities whereby transaction processing and execution are monitored and captured for adding data to a target customer's profile.

Claim 4 (Original): The method of claim 1 wherein the framework is a formalized framework for supporting assessment of needs, and planning and implementing of content management solutions.

Claim 5 (Previously Amended): The method of claim 4 wherein the formalized framework is used to guide discussions about desired capabilities of the desired content management and delivery system.

Claim 6 (Previously Amended): The method of claim 5 wherein through the use of this formalized framework and associated processes and considerations, a meaning of content management is developed and a set of process considerations required for this definition of content management is provided.

Claim 7 (Previously Amended): The method of claim 5 wherein through the use of this formalized framework and associated processes and considerations, an assessment of business capabilities to be supported is made.

Claim 8 (Previously Amended): The method of claim 7 wherein through the use of this formalized framework and associated processes and considerations, an effective design solution is achieved including an assessment of available products and services.

Claim 9 (Currently Amended): A system for use in designing a coordinated content management and delivery system comprising:

a first logic mechanism for determining key considerations related to a client environment, the key considerations comprising: what combination of channels and related devices are to be supported and what content related processes are needed to support publishing;

a second logic mechanism for determining key processes for use in developing a solution to a system design problem, the system design problem being the determination of what content management and delivery products and processes to implement, and how to implement them, wherein the key processes comprise

capture and use of customer's user preferences;

application of business rules to user preferences to determine future content development;

access control for the content management system;

metadata capture including author, date of creation and topic; and

applying these key considerations and processes to the system design problem with the assistance of a framework showing basic content management and delivery element relationships, whereby such a solution to the system design problem is produced.

Claim 10 (Previously Amended): The system of claim 9 wherein the solution to the system design problem includes computer based facilities whereby coherent sales, training, electronic learning or marketing campaigns are efficiently generated to web-based and other clients.

Claim 11 (Previously Amended): The method of claim 10 wherein the solution to the system design problem includes computer based facilities whereby transaction processing and execution are monitored and captured for adding data to a target customer's profile.

Claim 12 (Original): The system of claim 9 wherein the framework is a formalized framework for supporting assessment of needs, and planning and implementing of content management solutions.

Claim 13 (Previously Amended): The system of claim 12 wherein the formalized framework is used to guide discussions about desired capabilities of the desired content management and delivery system.

Claim 14 (Previously Amended): The system of claim 13 wherein through the use of this formalized framework and associated processes and considerations, a meaning of content management is developed and a set of process considerations required for this definition of content management is provided.

Claim 15 (Previously Amended): The system of claim 13 wherein through the use of this formalized framework and associated processes and considerations, an assessment of business capabilities to be supported is made.

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Claim 16 (Previously Amended): The system of claim 15 wherein through the use of this formalized framework and associated processes and considerations, an effective design solution is achieved including an assessment of available hardware and software products and services.

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